

bar program →

173 million - 36 million events

20 " visibility

4,000 bars total

(413) ~~25,000~~ existing current

~~10,000~~ new in current mkt
400 new^{10 new} market

3 event windows

- P. Ranch 2 - 800 winners
March - April

→ Racing - April - June 50 winners
400 people
50 guests

→ Sept: Oct. - event T.B.D.
millennium(?)

30 million - 3 windows

program offer to the bars?

1, 3, 5 - event bars!
Σ

Joe → Marlboro / Parliament - contracts

2073072546